



BCCI



Upstox Joins IPL As Official Partner

Mumbai | March 16, 2021: The Indian Premier League Governing Council (IPL GC) today announced Upstox, one of India's leading and fastest-growing digital brokerage firms, as an official partner for IPL, which will begin on April 9th, 2021. This will be a multi-year partnership.

Founded with the vision of making financial investing easy, equitable, and affordable to all Indian investors, Upstox provides online investments in Stocks, Mutual funds, Digital Gold, Derivatives, and ETFs for both investors and traders. Backed by marquee investors such as Tiger Global, Upstox currently has over 2.8 million customers.

Mr Brijesh Patel, Chairman, IPL, said "We are pleased to have Upstox on board as an official partner of the Indian Premier League 2021. As one of the most-watched cricket leagues in India, IPL along with Upstox, one of India's fastest-growing digital-trading platforms, can create a huge impact on the audience, especially the millions of Indian youth who are financially independent and looking for more options to manage their portfolios."

Commenting on the partnership, Mr. Ravi Kumar, Co-founder & CEO, Upstox said "We are thrilled to partner with BCCI for IPL 2021. In India, Cricket is more than just a sport. It is an important part of our culture and social life, with a huge fan-following, especially by the millennials. IPL has paved a bold new direction to Indian cricket in the last decade just like Upstox, which is revolutionizing finance in India. This is what sparks a natural connection between both the brands. With this integration of sports and finance, we intend to spread financial awareness across the country."

For the first time in the history of IPL, a brand in the Stock and Mutual Fund sector would be partnering at large to create awareness about this category.

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About Upstox:

Upstox was founded with the vision of making financial investing easy, equitable, and accessible to all Indian investors. It offers online investments in Stocks, Derivatives, Commodities, Currencies, Mutual Funds, and ETFs for investors and traders. It has also ensured full transparency in pricing by offering zero brokerage* on Equity Delivery trades and up to Rs. 20 per order* for Intraday, F&O, Commodities, and Currencies.

For more details, visit - <https://upstox.com/>

SEBI Registration No. INZ000185137. The brand name Upstox and logo are the registered trademarks of RKSVM Securities India Pvt. Ltd.

Memberships: NSE / BSE INZ000185137 Registered Address: 807, New Delhi House Barakhamba Road, Connaught Place, New Delhi- 110001.

RKSVM Securities India Pvt Ltd acts in the capacity of a distributor for Mutual Funds having AMFI Registration number-107930. Mutual Fund Investments are subject to market risks. Please read all scheme related documents carefully before investing.

Disclaimer: Investment in securities market are subject to market risks, read all the related documents carefully before investing.

*The brokerage limit shall not exceed the SEBI prescribed guidelines.